



Staff Report

RESOLUTION AMENDING THE BANNER POLICY

Honorable Mayor and Council Members:

Summary

It is recommended the City Council amend the Banner Policy to clarify what groups are allowed to use the City's banner poles and the messages that are allowed.

Background

The City has been allowing Belmont affiliated groups to use the banner poles located on Ralston Avenue between Sixth Avenue and El Camino Real and near Fire Station 14 to notify the public of specific events if the City of Belmont was not using the poles for a City sponsored event. The banners are provided by the group and installed at no cost by City staff.

There is no definition as to what a Belmont affiliated group and as to what messages may be displayed on a banner. The City recently received a request from the Tobacco Education Coalition requesting to display a banner with a specific message "Your Community Smoke-free" and indicating various cities on the Peninsula that have smoke free environments.

Discussion

The original purpose of the banner poles was to keep residents and employees of area businesses aware of specific phases of the Caltrain grade separation project. It was decided to allow Belmont affiliated groups use the poles when the grade separation project was completed.

The recent request of an advocacy group to have a banner with a specific message rather than promoting an event made staff realize that the banner policy needed to be amended to clarify the original purpose of the use of the banner poles.

The proposed definition of a Belmont affiliated group is:

- Belmont Service Organization (i.e. Kiwanis, Rotary, Optimist, etc.)
- Belmont based 501(c3) non-profit organizations
- Belmont Redwood Shores School District related groups
- Carlmont High School related groups
- Notre Dame Elementary, High School and University related groups

It is proposed the Banner Policy to further read:

- Groups with banner messages advocating specific issues will not be allowed.
- Banners will be limited to one week *with the exception of the City's Holiday Banners that will be in place between Thanksgiving and New Year's Day.*

General Plan/Vision Statement

No impact.

Fiscal Impact

There is no fiscal impact with this action.

Public Contact

The City Council meeting agenda was posted.

Recommendation

It is recommended a resolution amending the Banner Policy be adopted.

Alternatives

1. Take no action
2. Refer back to staff for further information

Attachment

- A. Resolution
- B. Draft Banner Policy

Respectfully submitted,

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Public Works Director

Jack R. Crist
City Manager

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RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELMONT
AMENDING THE BANNER POLICY

WHEREAS, the City has been allowing Belmont affiliated groups to use the banner poles located on Ralston Avenue between Sixth Avenue and El Camino Real and near Fire Station 14 to notify the public of specific events if the City of Belmont was not using the poles for a City sponsored event; and,

WHEREAS, the banners are provided by the group and installed at no cost by City staff; and,

WHEREAS, there is no definition as to what a Belmont affiliated group and as to what messages may be displayed on a banner; and,

WHEREAS, a recent request of an advocacy group wanted to have a banner with a specific message displayed rather than an event; and,

WHEREAS, staff realized that the banner policy needed to be amended to clarify the original purpose of the use of the banner poles; and,

WHEREAS, the proposed definition of a Belmont affiliated group is:

- Belmont Service Organization (i.e. Kiwanis, Rotary, Optimist, etc.)
- Belmont based 501(c3) non-profit organizations
- Belmont Redwood Shores School District related groups
- Carlmont High School related groups
- Notre Dame Elementary, High School and University related groups

WHEREAS, it is proposed the Banner Policy to further read:

- Groups with banner messages advocating specific issues will not be allowed.
- Banners will be limited to one week *with the exception of the City's Holiday Banners that will be in place between Thanksgiving and New Year's Day.*

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Belmont does hereby amend the City of Belmont Banner Policy.

* * * * *

I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the City of Belmont at a regular meeting thereof held on March 13, 2007 by the following vote:

AYES, COUNCILMEMBERS: _____

NOES, COUNCILMEMBERS: _____

ABSTAIN, COUNCILMEMBERS: _____

ABSENT, COUNCILMEMBERS: _____

CLERK of the City of Belmont

APPROVED:

MAYOR of the City of Belmont

Draft Banner Policy

City or city-sponsored events are given “first priority” for use of the banner poles.

Belmont affiliated non-profit organizations are given “second priority” for use of the banner poles *to advertise specific events. The definition of an affiliated group is a service organization (i.e. Rotary, Kiwanis, Optimists, etc.), Belmont based 501 (c3) organizations, the Belmont Redwood Shores School District, Sequoia High School District, Notre Dame Elementary and High School, and Notre Dame De Namur University.*

No *groups with banner messages advocating specific issues* or commercial entities will be allowed to use the banner poles.

All applications must be made in writing on the Temporary Banner Permit Application form available in the Permit Center. Applications can be for one or two banners displayed at the same time. If two applications are made for the same week, a permit will be given for only one set of poles.

The City has the right to refuse to display any banner. Refusals by the Public Works Department can first be appealed to the City Manager. If the applicant is not satisfied with the determination of the City Manager, then the applicant can appeal the City Manager’s decision to the City Council for final determination.

No banners will be used to advertise a business or product *or advocacy message of any kind.*

All banners must meet adopted construction specifications and insurance requirements.

Banners will be limited to one week *with the exception of the City’s Holiday Banners that will be in place between Thanksgiving and New Years Day.*

No group may request using the banner poles more than three times in any calendar year.